

We Have A Situation...

5 Steps to Effective Crisis Communications

My Personal Notes & Action Plan

Crisis: A situation that escalates to the point at which it can damage an organizations reputation and revenue.

Smoldering Crisis vs. Sudden Crisis

5 Steps to Effective Crisis Communications

Step 1: Vulnerability Assessment

Cyber attack, loss of attendee data, sexual harassment, speaker controversy, protest, social media rants, bad presentation goes viral, natural disaster, mass casualty, shooting, food poisoning

Step 2: Crisis Communications Plan

Step 3: Pre-Written Statements

Step 4: Media Training

Step 5: Crisis Drill

Free 5-part video series: <https://braudcommunications.com/>

About Your Speaker

Known as the guy to call when “it” hits the fan, Gerard Braud (Jared Bro) is an expert in crisis communications and media issues.



He is an international trainer, author and speaker, who has improved crisis communications for organizations on five continents.

He is credited with developing one of the most innovative approaches to writing Crisis Communications Plans, allowing organizations to complete entire plans in just 2 days. He is also the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter.*

In his first career, Gerard was a front-line, award winning television reporter. You may have seen him on CNN, CBS, NBC, HLN, or The Weather Channel. (He looks taller on television.)

Since 1994, he has dedicated his professional life to helping organizations communicate more effectively in good times and in bad.